

Application/Control Number: 09/633,050

Page 2

Art Unit: \*\*\*

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Art Unit: \*\*\*

1. (Previously Amended) A method for enhancing the process of e-commerce, with the assistance of computer hardware and computer software, comprising the steps of:
- (A) receiving product information into a product information database of a computer system;
  - (B) mapping said product information into product categories, in a product category database in said computer system;
  - (C) assigning said product information into a template, said template having an appearance and one or more features;
  - (D) populating said template with said product information;
  - (E) selecting a group of online marketplaces, dynamically adjusting said template appearance and features based on said selected group of on-line marketplaces;
  - (F) broadcasting said populated template to said group of online marketplaces;
  - (G) dynamically generating a custom product page based on said populated template and an identified on-line marketplace from said selected group of on-line marketplaces for each individual product from said product information database to be marketed on one or more of said on-line marketplaces;

Art Unit: \*\*\*

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- (H) tracking activity on said broadcasted templates, and recording said tracked activity in an activity database in said computer system;
  - (I) communicating said activity to a client; and
  - (J) refining an online marketplace selection criteria, wherein said refining further comprises analyzing product placement activity, sales transactions and e-commerce marketplace filters of one or more of said selected on-line marketplaces; optimizing an e-commerce channel mix and product offerings by placing said product template in an appropriate time and on one or more of said selected on-line marketplaces based on said product placement and said sales transactions.

2. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, further comprising receiving and storing client information.

3. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, further comprising sending e-mail communication to consumers.

4. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, further comprising sending report information to clients.

5. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, wherein said receiving product information further comprises receiving description, price and quantity information.

Art Unit: \*\*\*

28

6. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, wherein said mapping product information provides a mapping between client products and multiple e-commerce marketplace sites.

7. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, wherein said assigning product information into a template further comprises dynamically modifying the content of said template based on the selected e-commerce marketplace site.

8. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, wherein said broadcasting further comprises sending a client product populated template to an online marketplace based on the results of prior e-commerce activity.

9. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, wherein said tracking activity further comprises collecting data on number of Web site hits, click throughs, orders and e-mail communications.

10. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, wherein said communicating activity to a client further comprises analyzing said tracked activity, producing a report and sending said report to a client.

11. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, wherein said refining an online marketplace selection criteria, further

Art Unit: \*\*\*

comprises analyzing said tracked activity, comparing said tracked activity with a clients objectives and modifying a marketplace filter function.

12. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, further comprising collecting sales information from e-commerce buyers.

13. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 12, wherein said collecting sales information from e-commerce buyers further comprises collecting credit card, product, price, address and quantity information.

14. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 4, further comprising sending e-mail to customers.

15. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, wherein said online marketplace is selected from the group consisting of online auction sites, online catalogs, comparison sale sites, classified advertisement sites, online exchange sites, and order aggregation sites.

16. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, wherein said product information further comprises information selected from the group consisting of information concerning goods, information concerning services, information concerning financial information, and information concerning information sources.

Art Unit: \*\*\*

17. (Cancelled): A system for enhancing the process of e-commerce, comprising:

- (A) a client product;
- (B) an e-commerce site; and
- (C) a system for receiving said client product information, identifying said e-commerce site, wherein said system places client product information on said e-commerce site in a manner as to target said client product information to likely e-commerce customers.

18. (Cancelled): A system for enhancing the process of e-commerce, as recited in claim 17, wherein said system for receiving said client product information and identifying said e-commerce site further comprises:

- (1) a client set-up manager;
- (2) a product page designer receiving information with said client set-up manager;
- (3) a product broadcast tool in communication with said product page designer;
- (4) a data collector receiving activity data from said broadcast product pages; and
- (5) a report generator receiving data from said data collector.

19. (Cancelled): A computational system for enhancing the process of e-commerce, comprising:

- (A) an Internet communication link;

Art Unit: \*\*\*

- (B) a server computer connected to said internet communication link, wherein said server is a computer executing a program which selects appropriate e-commerce Web sites for the placement of client product information; and
- (C) a storage device connected to said server computer, said storage device storing a database of client product information.

20. (Cancelled): A computational system for enhancing the process of e-commerce, as recited in claim 19, wherein said executing program further comprises creating e-commerce Web sites using a previously created template.

21. (Cancelled): A computational system for enhancing the process of e-commerce, as recited in claim 20, wherein said executing program further comprises dynamically modifying said e-commerce Web site for the specific requirements of a particular e-commerce marketplace.

22. (Cancelled): A computational system for enhancing the process of e-commerce, as recited in claim 19, wherein said executing program further comprises gathering Web site activity data.

23. (Cancelled): A computational system for enhancing the process of e-commerce, as recited in claim 22, wherein said executing program further comprises analyzing said Web site activity data.

24. (Cancelled): A computational system for enhancing the process of e-commerce, as recited in claim 23, wherein said executing program further comprises adapting the selection of e-commerce marketplaces based on said analyzed Web site activity data.

25. (Cancelled): An system of e-commerce product information, comprising:

- (A) a set of client product information;

Art Unit: \*\*\*



- (B) a collection of Web page templates;
- (C) a connection between said collection of Web page templates and one or more e-commerce marketplaces;
- (D) a collection of Web page activity data; and
- (E) a statistical tool for evaluating said collection of Web page activity data.